

Shibu V P Senior Product Designer

Bangalore

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[Portfolio](#)

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Senior Product Designer with 8+ years of experience turning complex business and user problems into scalable digital products. Experienced across Healthcare, Fintech, BFSI, Sports-tech and Enterprise SaaS, with strengths in product strategy, UX, design systems and cross-functional leadership.

SENIOR PRODUCT DESIGNER OHUE May 2026 - Present

Owned end-to-end design of two data-driven healthcare and sports-science products used by doctors, specialists, coaches and physiotherapists. Defining product UX, information architecture, interaction design and design system for complex clinical and athlete-performance workflows.

- Designed clinical workflows to reduce cognitive load and improve access to patient insights.
- Designed athlete Readiness monitoring integrating wearable, biomarker, and performance data.
- Defined scalable interaction patterns for complex health and sports-science datasets.

DESIGN LEAD MOBIUX LABS 2024 - 2026

Led end-to-end product design across healthcare, BFSI and enterprise software, collaborating with product, engineering and business stakeholders.

- Oncology EMR:** Redesigned core workflows for a Mumbai-based oncology centre, simplifying billing, insurance, MRD, financial counselling and clinical administration.
- Perfios:** Led the redesign of a complex BFSI website spanning 75+ products and 90+ pages, creating a scalable IA and cohesive visual language.
- Product storytelling:** Defined motion and interaction principles for complex financial products, including KYC/KYB, VKYC, digital signatures, and related solutions.
- Leadership:** Led design direction and mentored a team of designers across multiple client engagements.

SENIOR UX DESIGNER MOBIUX LABS 2022 - 2024

Owned the product revamp of Fintech and Facility Management System.

- Redesigned Twid's Pay with Rewards platform to reduce redemption time, improve task completion rates, and increase adoption.
- Designed user interfaces for Grep Digital's facility management system. Redefined the property onboarding experience and simplified asset and tenant management.

EARLIER PRODUCT EXPERIENCE 2019 - 2022

Designed scalable interfaces and interaction experiences across e-commerce, media, insurance, sports, and education.

Companies: Bakers Market, Deal Street Asia, InsureComp, Faster.fit, SkoolofCode,

EARLIER VISUAL DESIGN EXPERIENCE 2015 - 2019

Practo, NineLeaps, TheCollegeFever, StayGlad

SELECTED ACHIEVEMENTS

Design Leadership

Led a 3-member design team across multiple product and client engagements.

Flutter Global Gamers Challenge

Served as Lead designer and concept artist for a game developed for the Flutter Global Gamers Challenge for Sustainable Games, ranking in the Top 20 globally.

CORE SKILLS & TOOLS

Product Strategy · UX Strategy · Product Design · Interaction Design · Information Architecture · Design Systems · Prototyping · Design Leadership

Figma · Figma Make · FigJam · Framer · After Effects · Premiere Pro · Blender · Spline

AI-assisted design: ChatGPT · Claude · Midjourney

EDUCATIONAL QUALIFICATION

BACHELOR OF FINE ARTS (BFA), SCULPTURE 2010-2014

Calicut University